

## INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
312398-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

**Fortune Media**  
**Attention: Accounts Payable**  
**527 Avenue B**  
**Redondo Beach, CA 90277**

Advertiser	Product	Estimate Number
Murphy / Democrat / Congr	Friends of Patrick Murphy	393

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	312398	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

IDB #	Advertiser Code	Product Code
13741		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/08/12	10/08/12	the voice	8-11p	M-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 M----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 9:20 PM the voice 8-11p :30 PM12110H \$3,000.00 NM									
2	10/02/12	10/08/12	M-F 1135p-1235a	1135p-1235a	1--11--	:30	3	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 1--11-- 3 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/04/12 12:30 AM M-F 1135p-1235a 1135p-1235a :30 PM12110H \$475.00 NM 2 WPTV F 10/05/12 12:30 AM M-F 1135p-1235a 1135p-1235a :30 PM12110H \$475.00 NM 3 WPTV M 10/08/12 12:09 AM M-F 1135p-1235a 1135p-1235a :30 PM12110H \$475.00 NM									
3	10/02/12	10/08/12	M-F 1235-135a	1235-0135a	1--11--	:30	3	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 1--11-- 3 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/04/12 1:28 AM M-F 1235-135a 1235-0135a :30 PM12110H \$175.00 NM 2 WPTV F 10/05/12 1:29 AM M-F 1235-135a 1235-0135a :30 PM12110H \$175.00 NM 3 WPTV M 10/08/12 1:16 AM M-F 1235-135a 1235-0135a :30 PM12110H \$175.00 NM									
4	10/02/12	10/08/12	Parenthood	10-11p	-T-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -T----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 10:32 PM Parenthood 10-11p :30 PM12110H \$1,500.00 NM									
5	10/02/12	10/08/12	Presidential Debate	8-11p	--W----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 --W---- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/03/12 10:42 PM Presidential Debate 8-11p :30 PM12110H \$3,000.00 NM									



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**Atlanta, GA 30368-6871**

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312398-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser		Product	Estimate Number
Murphy / Democrat / Congr		Friends of Patrick Murphy	393

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/02/12	10/08/12	office/parks	9-10p	---T---	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 ---T--- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/04/12 9:22 PM office/parks 9-10p :30 PM12110H \$1,500.00 NM									
7	10/02/12	10/08/12	rock center	10-11p	---T---	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 ---T--- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/04/12 10:38 PM rock center 10-11p :30 PM12110H \$1,500.00 NM									
8	10/02/12	10/08/12	Sa 1130p-1a	1130p-1a	-----S-	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/06/12 12:54 AM Sa 1130p-1a 1130p-1a :30 PM12110H \$950.00 NM									
9	10/02/12	10/08/12	M-F 7-9a	7-9a	-11----	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -11---- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 7:56 AM M-F 7-9a 7-9a :30 PM12110H \$1,500.00 NM 2 WPTV W 10/03/12 8:43 AM M-F 7-9a 7-9a :30 PM12110H \$1,500.00 NM									
10	10/02/12	10/08/12	M-F 9-10a	9-10a	-1-----	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -1----- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 9:56 AM M-F 9-10a 9-10a :30 PM12110H \$650.00 NM									
11	10/02/12	10/08/12	M-F 12n-1p	12-1p	11111--	:30	5	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 11111-- 5 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 12:27 PM M-F 12n-1p 12-1p :30 PM12110H \$425.00 NM 2 WPTV W 10/03/12 12:37 PM M-F 12n-1p 12-1p :30 PM12110H \$425.00 NM 3 WPTV Th 10/04/12 12:46 PM M-F 12n-1p 12-1p :30 PM12110H \$425.00 NM 4 WPTV F 10/05/12 12:42 PM M-F 12n-1p 12-1p :30 PM12110H \$425.00 NM 5 WPTV M 10/08/12 12:34 PM M-F 12n-1p 12-1p :30 PM12110H \$425.00 NM									
12	10/02/12	10/08/12	M-F 1-2p	1-2p	-1-1---	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -1-1--- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 1:44 PM M-F 1-2p 1-2p :30 PM12110H \$350.00 NM 2 WPTV Th 10/04/12 1:59 PM M-F 1-2p 1-2p :30 PM12110H \$350.00 NM									

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312398-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser		Product	Estimate Number
Murphy / Democrat / Congr		Friends of Patrick Murphy	393

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/02/12	10/08/12	M-F 2-3p	2-3p	11-11--	:30	4	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 11-11-- 4 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 2:52 PM M-F 2-3p 2-3p :30 PM12110H \$200.00 NM 2 WPTV Th 10/04/12 2:45 PM M-F 2-3p 2-3p :30 PM12110H \$200.00 NM 3 WPTV F 10/05/12 2:46 PM M-F 2-3p 2-3p :30 PM12110H \$200.00 NM 4 WPTV M 10/08/12 2:24 PM M-F 2-3p 2-3p :30 PM12110H \$300.00 NM									
14	10/02/12	10/08/12	M-F 4p-5p	4-5p	-1-1---	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -1-1--- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 4:53 PM M-F 4p-5p 4-5p :30 PM12110H \$600.00 NM 2 WPTV Th 10/04/12 4:29 PM M-F 4p-5p 4-5p :30 PM12110H \$600.00 NM									
15	10/02/12	10/08/12	M-F 6-630p	6-630p	111----	:30	3	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 111---- 3 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 6:27 PM M-F 6-630p 6-630p :30 PM12110H \$1,800.00 NM 2 WPTV W 10/03/12 6:09 PM M-F 6-630p 6-630p :30 PM12110H \$1,800.00 NM 3 WPTV M 10/08/12 6:10 PM M-F 6-630p 6-630p :30 PM12110H \$1,800.00 NM									
16	10/02/12	10/08/12	M-F 630-7p	630-7p	-1--1--	:30	2	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -1--1-- 2 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 6:52 PM M-F 630-7p 630-7p :30 PM12110H \$3,000.00 NM 2 WPTV F 10/05/12 6:45 PM M-F 630-7p 630-7p :30 PM12110H \$3,000.00 NM									
17	10/02/12	10/08/12	M-F 7-730p	7-730p	--1----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 --1---- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/03/12 7:18 PM M-F 7-730p 7-730p :30 PM12110H \$950.00 NM									
18	10/02/12	10/08/12	M-F 11-1135p	11-1135p	11-1---	:30	3	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 11-1--- 3 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 11:31 PM M-F 11-1135p 11-1135p :30 PM12110H \$1,400.00 NM 2 WPTV Th 10/04/12 11:33 PM M-F 11-1135p 11-1135p :30 PM12110H \$1,400.00 NM 3 WPTV M 10/08/12 11:21 PM M-F 11-1135p 11-1135p :30 PM12110H \$1,400.00 NM									
19	10/02/12	10/08/12	the voice	8-9p	-1-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -1----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/02/12 7:59 PM the voice 8-9p :30 PM12110H \$3,000.00 NM									



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312398-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
Murphy / Democrat / Congr	Friends of Patrick Murphy	393	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
20	10/02/12	10/08/12	grimm	8-9p	----1--	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 ----1-- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/05/12 grimm 8-9p :00 <del>\$1,200.00</del> NM See MG 20.2 2 WPTV F 10/05/12 8:43 PM The Voice 8-9p :30 PM12110H \$1,200.00 NM MG for 20.1 10/05									
21	10/02/12	10/08/12	gtrimm	9-10p	----1--	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 ----1-- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/05/12 9:39 PM gtrimm 9-10p :30 PM12110H \$1,200.00 NM									
22	10/02/12	10/08/12	Sa 7-8a	7-8a	-----S-	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/06/12 7:43 AM Sa 7-8a 7-8a :30 PM12110H \$600.00 NM									
23	10/02/12	10/08/12	Sa 8-10a	8-10a	-----S-	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/06/12 9:21 AM Sa 8-10a 8-10a :30 PM12110H \$850.00 NM									
24	10/02/12	10/08/12	Sa 6p	6-630p	-----S-	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/06/12 6:09 PM Sa 6p 6-630p :30 PM12110H \$850.00 NM									
25	10/02/12	10/08/12	Su 6p	6-630p	-----S	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 6:09 PM Su 6p 6-630p :30 PM12110H \$850.00 NM									
26	10/02/12	10/08/12	Su 8-9a	8-9a	-----S	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 8:21 AM Su 8-9a 8-9a :30 PM12110H \$900.00 NM									
27	10/02/12	10/08/12	Su 9-10a	9-10a	-----S	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/02/12 10/08/12 -----S 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 8:59 AM Su 9-10a 9-10a :30 PM12110H \$2,500.00 NM									

**Total Spots 46 Gross Total \$50,475.00**

We warrant that the actual broadcast information shown on this invoice was taken from the program log. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

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312398-1	10/14/12	October 2012	10/01/12 - 10/08/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Murphy / Democrat / Congr	Friends of Patrick Murphy	393

**Payment Terms 30 Days**

Agency Commission **\$7,571.25**

Net Amount Due **\$42,903.75**